



SAREQYAN

Bridging the Gap with GenZ Language

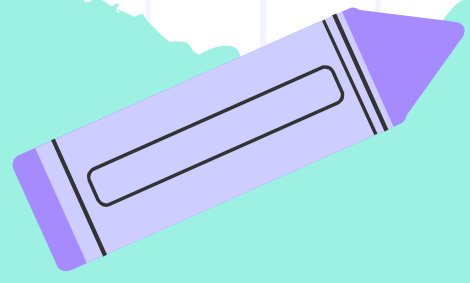
INTRODUCTION

Introducing **SA-RE-GYANA**:
Transforming education through music magic!

We convert **STUDY MATERIAL** into **CATCHY SONGS**,
making learning easy and fun.
Harnessing children's natural ability to memorize lyrics.

We're enhancing education, one harmonious note at a time





MAXIMUM IMPACT

In the best possible scenario, my projected estimate of the number of people who will benefit from the full implementation of my idea is **30 Lakh** children

There are approximately 19.6 crore children in the age group of 4-16 years. At the end of a four-year period, our peak capacity will enable us to assist around **1.5%** of them, which equates to 30 lakhs.

Why I believe these many children will benefit?

Because we will be able to capture the attention of and help:

- children **struggling** in school
- children **disinterested** in school
- specially abled children like those with **Autism, ADHD, dyslexia** etc

Thus helping them **grasp concepts** easily by **speaking in their language**, thus making learning fun, easy and interesting.

PROJECT STATUS

Which stage of the process are we at? We are currently in the **conceptual stage**, at the **initial idea generation phase**. Our project is in its infancy, and we are now embarking on the journey of conducting research and preparing for execution.

How much time will it take to completely build our idea? Based on our careful projections and calculations, we anticipate a **development timeline of approximately 6 months** before we are ready to launch our product. Initially, our focus will be on pre-recording 750 songs tailored to the needs of students in **classes 1-8**. However, as we generate revenue and gain a deeper understanding of our clients' preferences and requirements, we intend to **continually expand our song library**.

Furthermore, our platform is designed to offer customizable features and services, which means there **won't be a single, definitive moment when all aspects are fully developed**. Instead, we anticipate reaching our **peak performance** and feature richness around the **4-year mark**.

OUR TEAM

We will have a **cross functional team** structure

- **Singer (Freelancer/One-Time):**
Responsible for vocal performances and recordings.
- **Songwriter and Music Director:**
Focus on song composition and music direction.
- **Researcher (Teacher/B.Ed Teacher):**
Identify curriculum challenges and ensure content alignment.
- **Song Editor and Graphic Designer:**
Edit music and create visual assets for the app.
- **App Developer (One-Time/Freelancer):**
Develop the app platform in collaboration with the marketing team.
- **Marketing Team:**
Promote the app and devise user acquisition strategies.
- **Recording Studio Booking (As Needed):**
Manage recording session logistics.

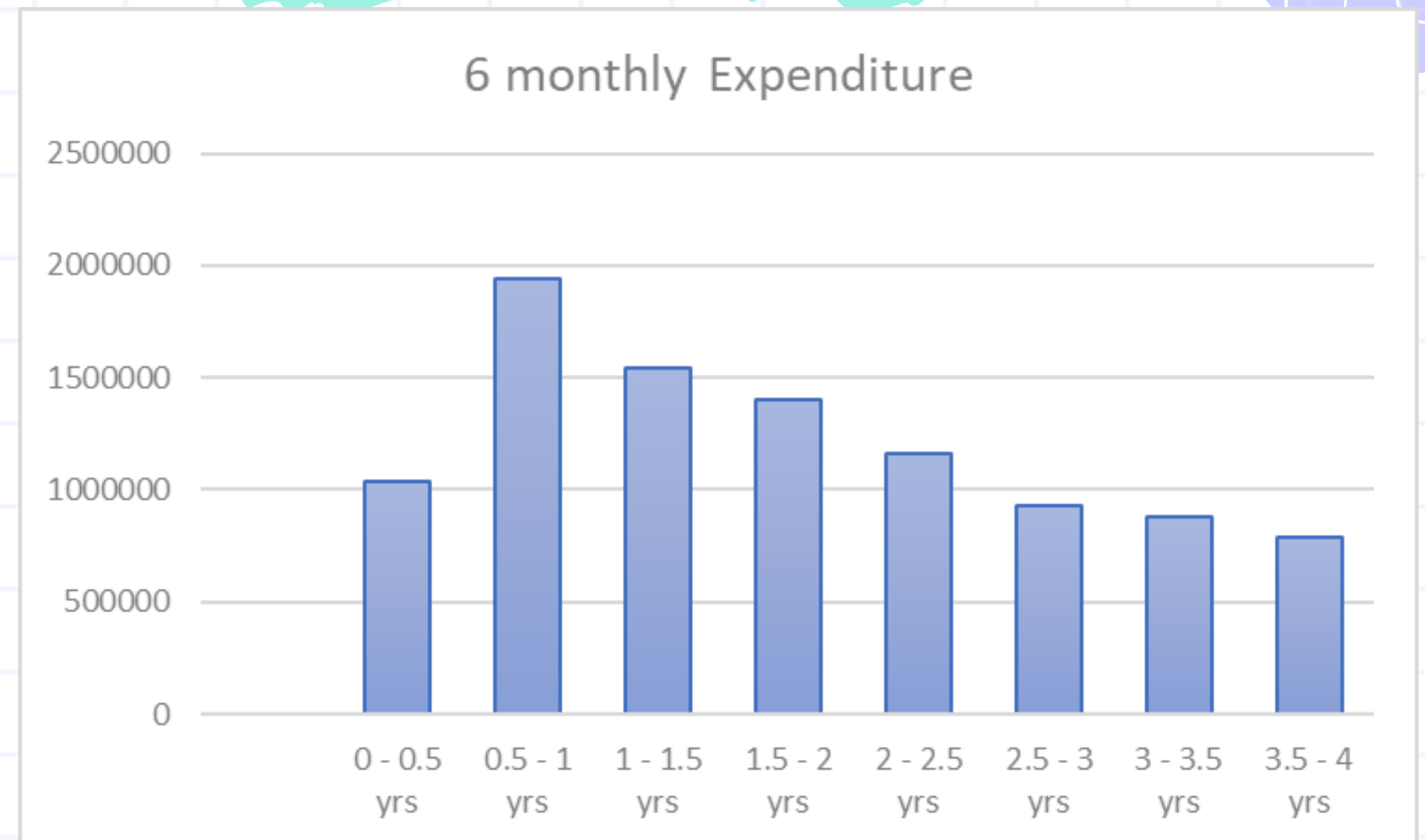
We will operate from a **centralized office**, which eliminates the need for multiple physical outlets since our app primarily serves **clients online**.

This arrangement promotes efficiency and teamwork among our cross-functional team members.

EXPENDITURE

6 Monthly Expenditure	
Month	6 Monthly Expenditure
0 - 0.5 yrs	1037500
0.5 - 1 yrs	1937500
1 - 1.5 yrs	1542500
1.5 - 2 yrs	1402500
2 - 2.5 yrs	1162500
2.5 - 3 yrs	932500
3 - 3.5 yrs	875500
3.5 - 4 yrs	790500

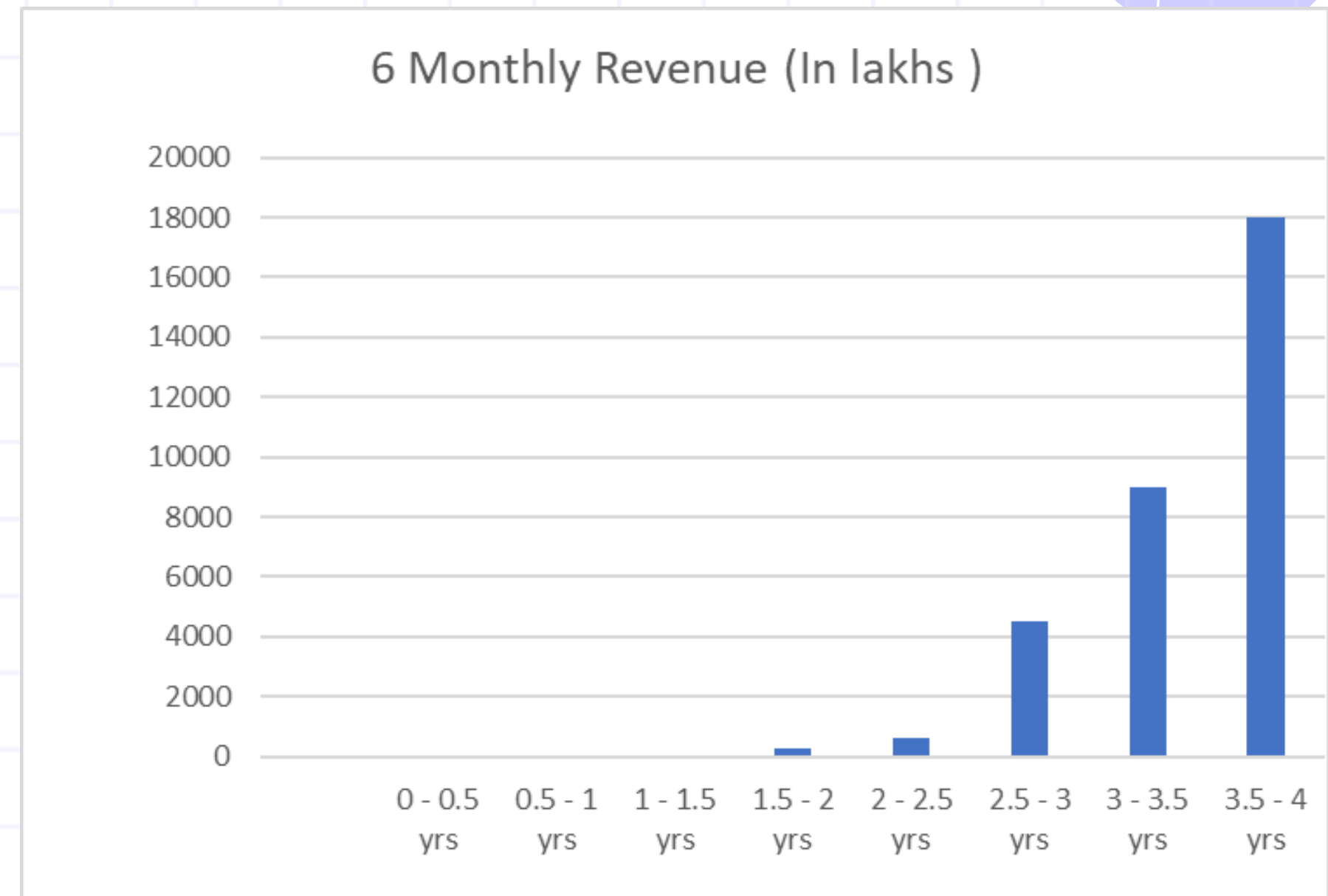
Total Expenditure:Rs96,81,000



- Singer (Freelancer): Rs 10,000/- per session (gradual reduction)
- Songwriter and Music Director: Rs 20,000/- per month
- Researcher (Teacher/B.Ed Teacher):
- Song Editor and Graphic Designer: Rs 20,000/-
- App Developer: Rs 50,000/- (one time)
- Marketing Team: 9 Lakhs- 6 months (gradual reduction)
- Recording Studio Booking : Rs 2000/- per hour
- Office Space rental: Rs 50,000/- per month

REVENUE

6 Monthly Revenue Projections		
Month	Subscriber Base	6 Monthly Revenue (In lakhs)
0 - 0.5 yrs	0	0
0.5 - 1 yrs	5,000	30
1 - 1.5 yrs	10,000	60
1.5 - 2 yrs	50,000	300
2 - 2.5 yrs	1,00,000	600
2.5 - 3 yrs	7,50,000	4,500
3 - 3.5 yrs	15,00,000	9,000
3.5 - 4 yrs	30,00,000	18,000



Revenue Generation:

- **Annual Membership** of our app is **Rs 600/-**
- Additional Charges for customizable songs.
- We aim to gradually increase our client base to 30 lakh thus generating the above revenue

INVESTMENT

4 Year Revenue / Expenditure Analysis

Month	6 Monthly Expenditure	Total Expenditure	6 Monthly Revenue	Total Revenue	Profit= Revenue-Expenditure
0 - 0.5 yrs	1037500	1037500	0	0	-1037500
0.5 - 1 yrs	1937500	2975000	30,00,000	30,00,000	25,000
1 - 1.5 yrs	1542500	4517500	60,00,000	90,00,000	44,82,500
1.5 - 2 yrs	1402500	5920000	3,00,00,000	3,90,00,000	3,30,80,000
2 - 2.5 yrs	1162500	7082500	6,00,00,000	9,90,00,000	9,19,17,500
2.5 - 3 yrs	932500	8015000	45,00,00,000	54,90,00,000	54,09,85,000
3 - 3.5 yrs	875500	8890500	90,00,00,000	1,44,90,00,000	1,44,01,09,500
3.5 - 4 yrs	790500	9681000	1,80,00,00,000	3,24,90,00,000	3,23,93,19,000

Based on the data presented in the table above, it's evident that SA RE GYANA is projected to commence [generating profits within the first year of operation](#).

Thus, amount we require from our investors is

30,00,000

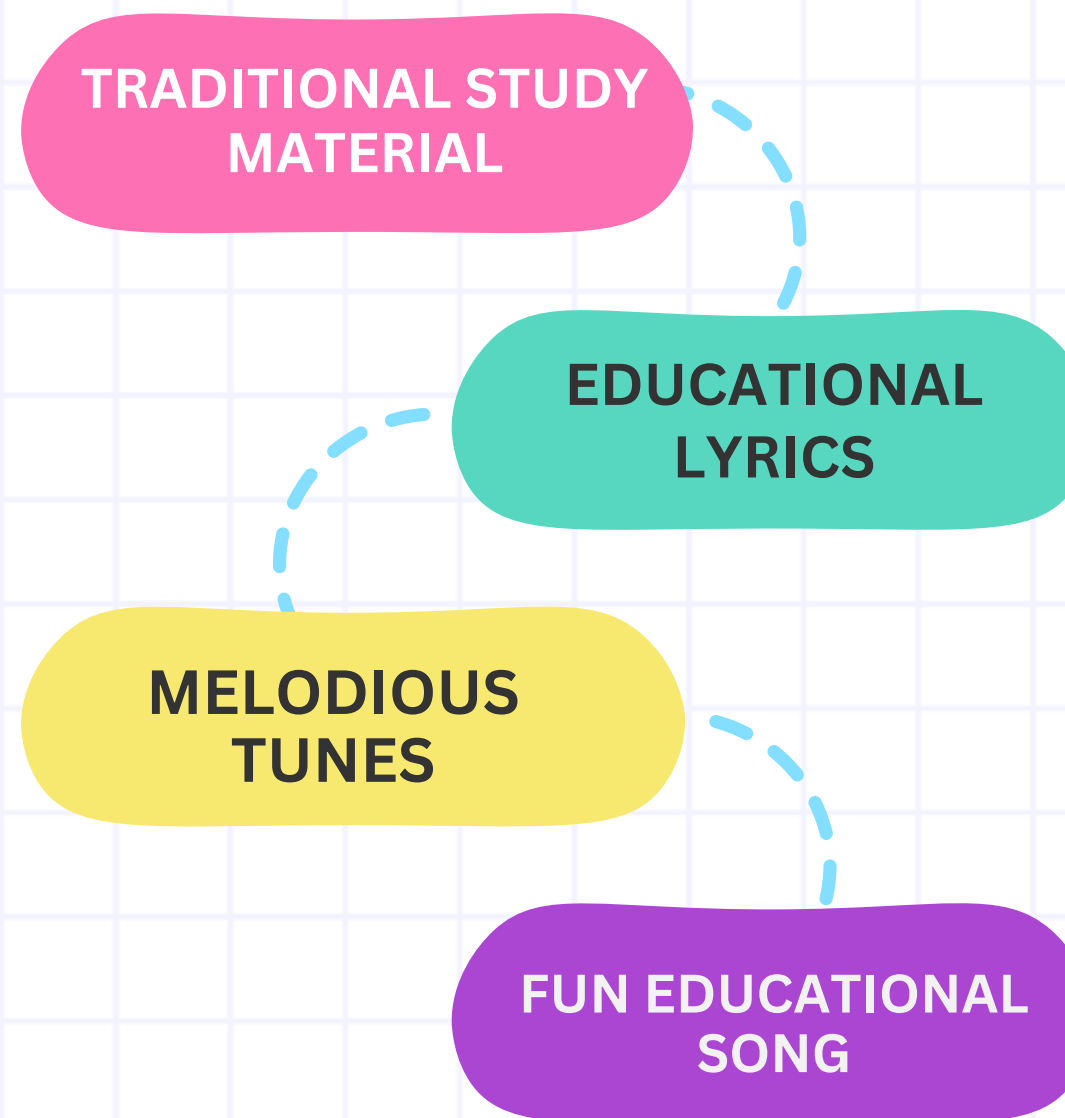
MORE ABOUT US...

Learning the first 20 periodic table elements:

OUR SERVICES:

- **Dedicated Online Portal:** customized app
- **Comprehensive Learning Resources:** We offer pre-recorded solutions to common academic challenges
- **Tailored Music Compositions:** Customized songs are crafted based on client-provided information,
- **Premium Music Video Services:** High-quality music video production is available, but with a higher cost and a prerequisite of pre-ordering two weeks in advance.
- **Interactive Support Sessions:** Follow-up and doubt-clearing sessions, included as part of the custom songs package.
- **Flexible Revisions:** Clients can request changes to their songs, with one revision included. Subsequent revisions will be available for a nominal fee.
- **Bilingual Offerings:** Songs available in both hindi and english

THE PROCESS::



SONG	Element	Element Name	Atomic number
HAPPY	H	Hydrogen	1
HEARTS	He	Helium	2
LIKE	Li	Lithium	3
BEACH	Be	Beryllium	4
BONFIRES	B	Boron	5
CHEESY	C	Carbon	6
NACHOS	N	Nitrogen	7
ON	O	Oxygen	8
FRIDAY	F	Flourine	9
NIGHTS	Ne	Neon	10
NA	Na	Sodium	11
MANGO	Mg	Magnesium	12
ALLIGATOR	Al	Aluminium	13
SE	Si	Silicon	14
POPCORN	P	Phosphorous	15
SPRITE	S	Sulphur	16
COCA-COLA	Cl	Chlorine	17
AUR	Ar	Argon	18
KALA	K	Potassium	19
CHASHMA	Ca	Calcium	20



I HOPE I CAN HELP MAKE A DIFFERENCE IN THE FIELD OF CHILDRENS EDUCATION!